

Settlement.Org

# 2016 User Survey

Summary of Key Findings



# Key Findings

The 2016 Settlement.Org User Survey comprised of twenty open-ended, ranked and multiple choice questions that were created in order to evaluate the content needs for the Settlement.Org website. The survey was open from May 9 to June 3, 2016 and was advertised through social media, pop-up ads on Settlement.Org and on other OCASI websites. Respondents had the option of entering a random prize draw for a \$100, \$50 and \$25 Amazon gift card. In total, 136 respondents completed the survey. Only survey respondents who identified as immigrants and had visited Settlement.Org more than once were eligible to participate.

Overall, respondents were extremely satisfied with the Settlement.Org website. The vast majority of respondents rated Settlement.Org as either excellent or good. Respondents also noted which aspects of the website they liked most. The majority of these positive comments related to the quantity and quality of information. Many respondents did not have critiques of the website, however, the comments we did receive were primarily related to the level of detail provided in Settlement.Org articles. Respondents' recommendations for new content focused predominantly on themes of employment, followed by immigration topics. Respondents indicated that they preferred accessing information through articles or in multiple formats and most respondents used government websites as another key resource for finding information.

Survey respondents overwhelmingly indicated that their most difficult settlement challenge was finding appropriate employment. Other key difficulties included finding safe, affordable housing, making new friends and adjusting to a new culture. Surprisingly, learning English was rated as one of the least difficult settlement challenges. Respondents were also asked what advice they would give other newcomers. Responses focused largely on pre-arrival research and accessing reliable information sources. Many respondents also emphasized the importance of job-search and employment information in the settlement process. They also provided psychological advice related to the difficulties of moving to a new country and not being able to work in your profession. The advice respondents provided demonstrate the most salient themes for Settlement.Org users.

Demographic information revealed that most Settlement.Org users are adults aged 26 to 50 with few youth or seniors represented. A significant portion (25.7%) are settlement or community workers who assist other newcomers. The majority of respondents arrived in Canada as economic immigrants and now have Permanent Residency. A significant portion are also Canadian citizens. Approximately a third of respondents have lived in Canada for under six months while another third have lived here for over five years. In comparison with surveys in past years, there are now more recent arrivals accessing Settlement.Org.

The results of this survey show Settlement.Org staff the continued importance of reliable, detailed job-search and employment information to newcomers. Respondents clearly outlined this theme as a priority area. Detailed up-to-date immigration information was also identified as a priority. A cross-cutting theme throughout the survey was also the importance of psycho-social support plays for

newcomers. Many respondents indicated the emotional difficulties of moving to a new country and not being able to find appropriate employment. This was reflected in the psychological advice they provided for other newcomers as well the prominence of “making new friends and social connections” and “adjusting to a new culture” as key difficulties in the settlement process. This theme reveals a need for content on how to build support systems in order to maintain positive mental health throughout the settlement process. In addition, the low numbers of youth and seniors accessing Settlement.Org indicates that better outreach and content development targeted towards these populations is needed.

In summary, the 2016 evaluation showed high levels of satisfaction with Settlement.Org. Users are mostly adults who arrived as economic immigrants who now have stable status in Canada. Users appreciate realistic, detailed and accurate information on all topics. It also revealed the continued need for employment information and supports for newcomers while they are searching for appropriate employment or are underemployed.